

Deliver Great Video Content in the YouTube Age

April 28, 2009



PANELISTS



- Jason Djang – White House
- Jeremy Ames – EPA
- Denise Kennedy – Anthology Communications (DOL, DOC, ED)
- Jeremy Swan – NIH/NICHD/DIR



- Regulatory Concerns
- Resources (staff and money)
- Technology
- Cultural/what's the real value of video?
- Others?

REGULATORY CONCERNS

- 508 Compliance
 - Plan for it!
 - Transcribing is getting EASIER! (Gaudi)
- Copyright issues/who owns media?
- Security
- Content: commenting & transparency
- User Generated Content



RESOURCES



- Financial commitment
 - Equipment
 - Editing (software)
 - Creative talent
 - Hardware (servers, etc)
- Staff
 - Program, technology, multimedia, etc.

TECHNOLOGY

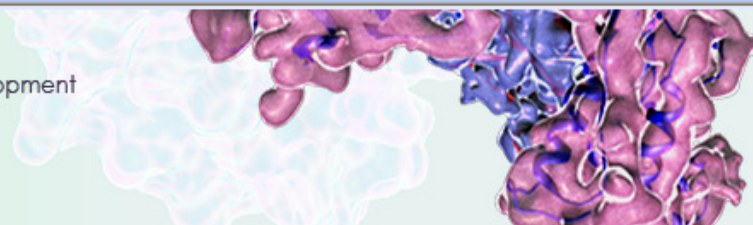
- Bandwidth
- Making Video Available in Multiple Formats
- Configuring Streaming Video Servers

CULTURAL

- Approvals within an agency
- “ownership”
 - AV, program and Web staff
- “Video is too hard”
 - Dependence on text/materials
 - Worry about misinformation



BIOVISUALIZATION



[Home](#) [View](#) [Edit](#) [Log in](#)

[Dashboard](#) > [Biovisualization](#) > [Home](#)

◀ Home

[Home](#)

[Web Technology](#)

[Presentation](#)

[Animation](#)

[Videography](#)

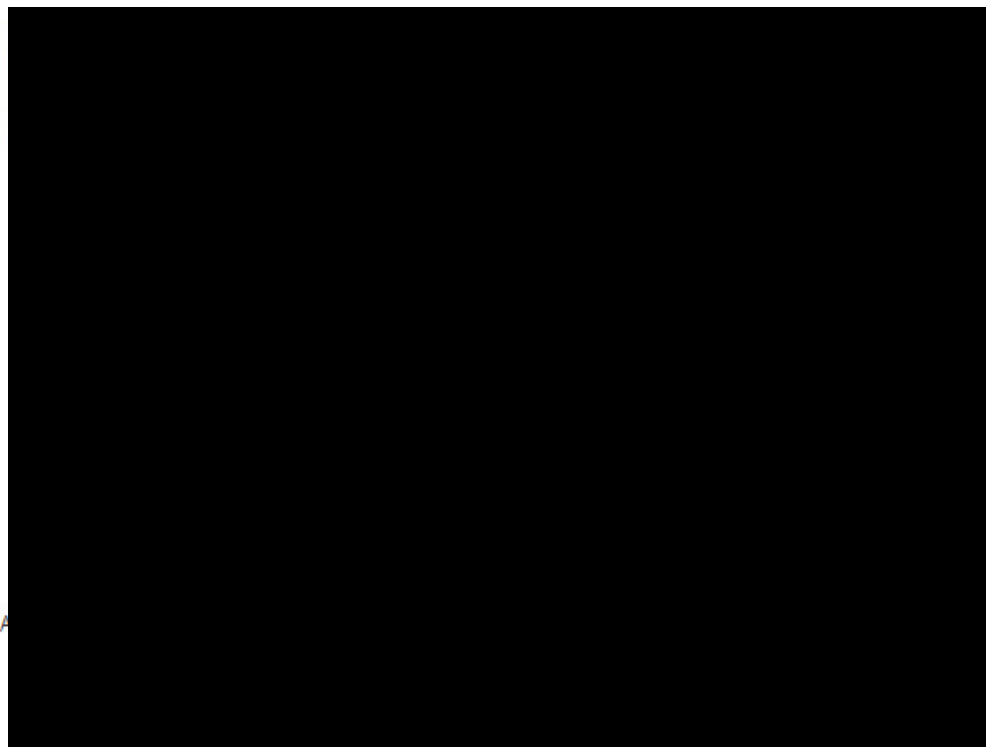
[DVD Production](#)

[Photography](#)

[Graphic Design](#)

[Custom Printing](#)

[Contact](#)



QUESTIONS/COMMENTS



Online Video

Why Bother



background image: The Nielsen Company

3 SCREEN VIEWING ↗

- Nielsen Company



background image: The Nielsen Company

VIDEOS WATCHED ONLINE

↑34%

- comScore



background image: The Nielsen Company

78.5%

ONLINE AMERICANS WATCHED VIDEO

- comScore



background image: The Nielsen Company

14.3 b

ONLINE VIDEOS VIEWED / MO.

- comScore



background image: The Nielsen Company

> 5 hr.

ONLINE VIDEO / MONTH

- comScore



background image: The Nielsen Company

3.2 min.

AVG. VIDEO LENGTH

- comScore



background image: The Nielsen Company

1

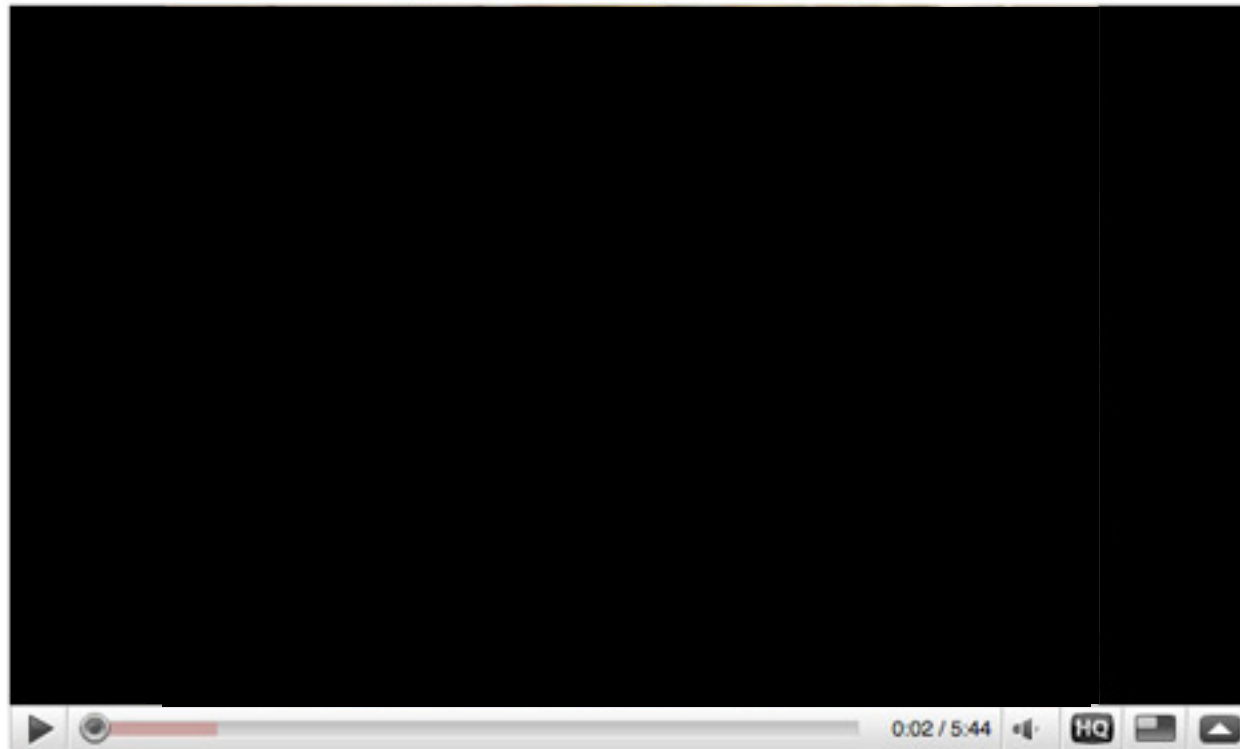
IT'S PEOPLE!

- Charlton Heston



background image: The Nielsen Company

David Plouffe's Strategy Update - September 17, 2008



★★★★★ 631 ratings

54,958 views

♥ Favorite + Share + Playlists + Flag

[MySpace](#)

[Facebook](#)

[Twitter](#)

[\(more share options\)](#)

▶ [Statistics & Data](#)

▶ [Video Responses \(0\)](#)

▼ [Text Comments \(216\)](#) [Options](#)

[Sign in to post a Comment](#)

[willtofight](#) (7 months ago)

[Reply](#) +15

Republicans have paved the way for Corporate Anarchy! There is no such thing as pure Capitalism, it needs regulations to keep them from being irresponsible.



BarackObamadotcom

September 16,
2008

[\(more info\)](#)

[Subscribe](#)

Barack's campaign manager David Plouffe presents a slideshow on the state of the race and the resources needed to win battleground states. Please make a donation at www.barackobama.com/strategy

URL <http://www.youtube.com/watch?v=wUAiGb1>

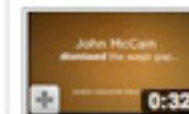
Embed `<object width="425" height="344"><param`

▼ More From: BarackObamadotcom



Barack Obama on the Economy in Elko, NV

13,235 views



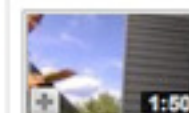
"Need Education" Ad

51,530 views



Carolina Cookouts for Change

7,676 views



Registering Voters in Michigan

11,296 views



Grand Junction, CO Welcomes Barack

▼ Related Videos

Friday 24, Apr 2009 | 4:19pm

Text A- A+ | Email Updates  | RSS 

HealthReform.GOV

SEARCH

[HOME](#) | [ABOUT](#) | [FORUMS](#) | [CONTACT US](#)

Archived Weekly Updates



[NANCY-ANNE DEPARLE](#)

2

CITIZEN PARTICIPATION



background image: The Nielsen Company

Online Town Hall

Annotations Editor



★★★★★ 203 ratings

30,935 views

Favorite Share Playlists Flag Download

Download this video for offline viewing.
Public Domain.

Download High Quality MP4 Learn more

► Statistics & Data

► Video Responses (0)

► Text Comments (257) Options

Post a Text Comment

THE WHITE HOUSE

whitehouse

March 26, 2009

(more info)

Subscribe

CC

President Obama hosts an Open for Questions town hall on the economy on March 26, 2009. At this first ever online town hall from the White House, the President answers questions about the economy...

URL <http://www.youtube.com/watch?v=YPPT9p>

Embed `<object width="560" height="340"><param`

Video Owner Options

Edit Video

Insight

Edit: Annotations AudioSwap Captions and Subtitles

More From: whitehouse



Town Hall in Costa Mesa, CA
2,673 views



President Obama Meets with Nation's Mayors
14,689 views



One Long Distance Call
11,361 views



President Obama on Stabilizing the Auto Industry
13,557 views

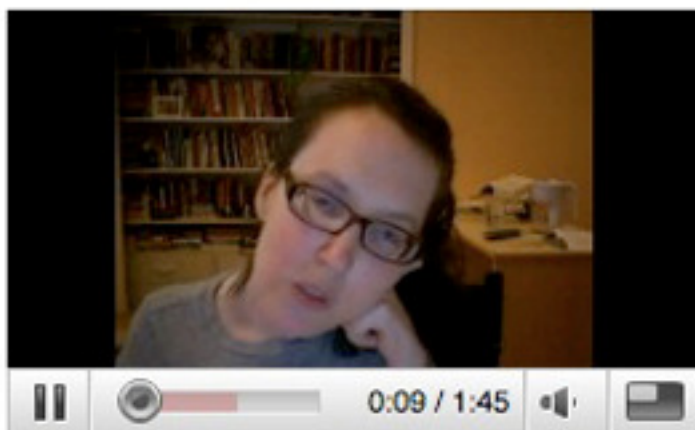
THE WHITE HOUSE BLOG

Friday, April 3rd, 2009 at 11:00 am

Open for Questions Follow-up: Kareem Dale

During the [online town hall](#) last week, the President answered quite a few of the top questions submitted through our [Open for Questions](#) tool. In addition to the fact that every question he answered during the internet-based section of the town hall was the top vote-getter in its category, he was also [asked questions by the audience](#) that closely resembled the top questions in other categories he hadn't gotten to, including the auto category and small business category.

There was one video question that we had particularly hoped to get to, however, and ended up missing out on. Watch the question submitted by Becky Blitch, and the video answer we recorded this week from Kareem Dale, Special Assistant to the President for Disability Policy:



Celebrate Earth Day - Find events near you.



United States Environmental Protection Agency

LEARN THE ISSUES

SCIENCE & TECHNOLOGY

LAWS & REGULATIONS

NEWSROOM

ABOUT EPA

SEARCH

A-Z Index

[EPA Home](#) » [Earth Day](#) » [Video Project](#)

Earth Day Video Project

[Share](#)

Featured Video:



Play the featured video on YouTube

[\[EXIT Disclaimer\]](#)

Scout troop 2077 wants you to make a Green Promise

Join the Earth Day video project!

What do you do to reduce your carbon footprint? Can you swim or play in the water near your home? What have you done to improve the environment in your home, school or workplace? Americans are getting involved in protecting our environment – please share your experience with the world!

Throughout the month of April, in honor of Earth Day on April 22, we'll feature videos you create. Your video can be instructional, inspirational, or testimonial. We're looking for videos that call others to action.

Your video might be funny or serious, entertaining or educational, quirky or enlightening. We don't expect you to enter television quality videos, we want you to share your stories.

How does it work?

1. Create your video, up to 90 seconds long (you can say a lot in a minute and a half!)
2. In your free YouTube account join one of the Earth Day Video project groups, below.
3. Enter one video in any category, or one in each category:
 - [Reducing your carbon footprint](#)

Get email about the 2009 video and photo projects: [Go](#)

[Join our Earth Day Photo project](#)

Play the featured videos on YouTube [\[EXIT Disclaimer\]](#)



Scout troop 2077 wants you to make a Green Promise

[\[EXIT Disclaimer\]](#)



Anchor encourages you to join the video and photo project.

[\[EXIT Disclaimer\]](#)



Kids talk about greening the 2007 National Biodiesel conference

[\[EXIT Disclaimer\]](#)



Recycled Glass Artist Erica Biery

[\[EXIT Disclaimer\]](#)



Reduce your carbon footprint with public transportation

[\[EXIT Disclaimer\]](#)

Do you have an environmental story to tell? Join the Earth Day video project any time before the end of April!

3

OPEN DOORS





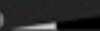
VIDEO



SEARCH



11:56 / LIVE



CC

Embed | `<object width="425" height="2`

TODAY'S LIFESTREAMS

11:00am – Health Care Stakeholder
Discussion with Small Business Owners

1:30pm – The President Delivers
Statement on Higher Education

2:15pm – Daily Press Briefing

All times are Eastern and subject to change

Best viewed with a DSL or faster connection. Flash player 10 required -- free download here.



4

SHOW 'N TELL



background image: The Nielsen Company

myBO Tour



0:45 / 6:26 108,580 views

★★★★★ 155 ratings

[Favorite](#) [Share](#) [Playlists](#) [Flag](#)

[MySpace](#)

[Facebook](#)

[Twitter](#)

[\(more share options\)](#)

► [Statistics & Data](#)

► [Video Responses \(0\)](#)

▼ [Text Comments \(52\)](#) [Options](#)

[Sign in to post a Comment](#)

[moabb0mb](#) (7 months ago)

[Reply](#)



Thanks Amy - I love the myBO site

OBAMA BIDEN

[BarackObamadotcom](#)
 September 11, 2008
[\(more info\)](#)

[Subscribe](#)

Learn about all of the organizing features available to users of [my.barackobama.com](#) Music by Canasta

URL <http://www.youtube.com/watch?v=uRY720I>

Embed `<object width="425" height="344"><param`

More From: BarackObamadotcom



[Barack Obama on the difference between McCain](#)
a...
50,641 views



[Barack Obama on Ellen](#)
7,222,767 views



["Plan for Change" Ad](#)
723,925 views



[Barack Obama on Letterman](#)
1,419,212 views



["Sold Us Out" Ad](#)
54,168 views

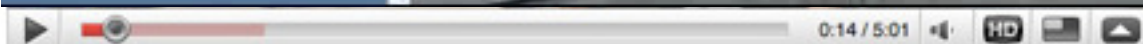
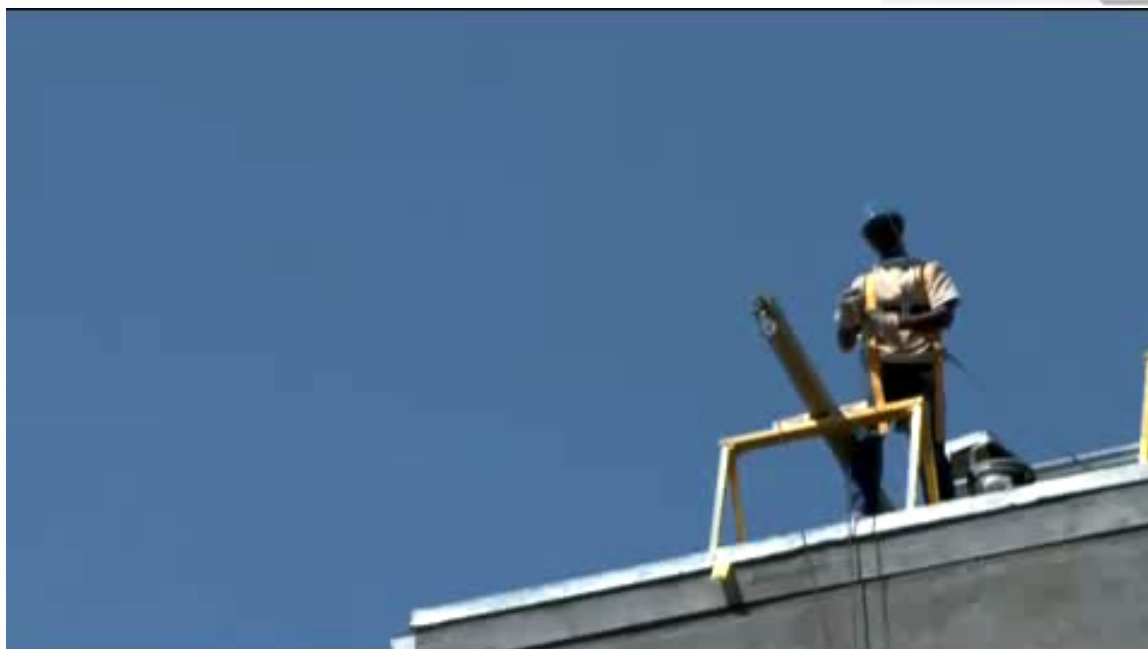
Related Videos



[myBO: Personal Fundraising](#)
3,068 views

Green Jobs for a Green Future

Annotations Editor



★★★★★ 111 ratings

11,136 views

[Favorite](#) [Share](#) [Playlists](#) [Flag](#) [Download](#)

Send Video

MySpace

Facebook

[\(more share options\)](#)

► [Statistics & Data](#)

► [Video Responses \(0\)](#)

► [Text Comments \(82\)](#) [Options](#)

[Post a Text Comment](#)

THE WHITE HOUSE



whitehouse

April 21, 2009

[\(more info\)](#)

Subscribe

CC

Van Jones from the White House Council of Environmental Quality visits a local work site that gives us a glimpse of the clean energy economy that's on the way. Green roofing is just one of the coun...

URL http://www.youtube.com/watch?v=_YIY9X0

Embed `<object width="560" height="340"><param`

Video Owner Options

Edit Video

Insight

Edit: [Annotations](#) [AudioSwap](#) [Captions and Subtitles](#)

More From: whitehouse



The Commander in Chief Trophy

2,980 views



4/25/09: Your Weekly Address

22,553 views



4/24/09: White House Press Briefing

1,326 views



Opening the Doors of Higher Education

4,373 views



4/23/09: White House Press Briefing

5

ALWAYS ON



background image: The Nielsen Company



THE WHITE HOUSE

★ ★ ★ ★ WASHINGTON ★ ★ ★ ★

Visit WhiteHouse.gov for all the facts, historical photos, and all the latest news from the Obama White House.

Visit WHITEHOUSE.GOV

[Channel](#) | [Videos](#) | [Favorites](#) | [Playlists](#) | [Subscribers](#)

Videos (113)

[Subscribe to whitehouse's videos](#)

[Videos](#) | [Most Viewed](#) | [Most Discussed](#)



4/25/09: Your Weekly Address

1 day ago
22,553 views
whitehouse

★★★★★



4/24/09: White House Press Briefing

1 day ago
1,253 views
whitehouse

★★★★★



Opening the Doors of Higher Educ...

1 day ago
3,989 views
whitehouse

★★★★★



4/23/09: White House Press Briefing

1 day ago
864 views
whitehouse

★★★★★



Seeing Green in Iowa

2 days ago
1,776 views
whitehouse

★★★★★



Holocaust Days of Remembrance Ce...

2 days ago
2,256 views
whitehouse

★★★★★



President Obama Greets the Gators

2 days ago
3,335 views
whitehouse

★★★★★



A New Standard of Openness

3 days ago
2,441 views
whitehouse

★★★★★



4/21/09: White House Press Briefing

4 days ago
1,755 views
whitehouse

★★★★★



A Call to Service

4 days ago
5,294 views
whitehouse

★★★★★



Press Conference



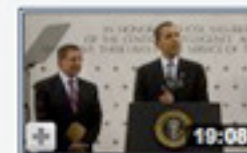
The Commander in



Green Jobs for a



4/20/09: White House



At CIA Headquarters



U.S. DEPARTMENT OF STATE

DIPLOMACY IN ACTION

[Multimedia](#) | [Blog](#) | [Subscribe](#) | [What's New](#) | [Contact Us](#) | [Archive](#)

[+ BOOKMARK](#)

Enter Search Term(s)

Search

[Subject Index](#)

Sunday, April 26, 2009

[Home](#)

[Press](#)

[Travel](#)

[Careers](#)

[Business](#)

[Youth & Education](#)

[About State](#)

YOU ARE IN: [Video](#)

[Top Stories](#)

[Secretary of State](#)

[Daily Briefing](#)

[In Other News](#)



00:00 20:18

PLAY

email

get link

get code

MENU

Daily Press Briefing

Apr. 24, 2009

U.S. Department of State Daily Press Briefing by Acting Spokesman Robert Wood.

[Full Text](#)

Top Stories

[RSS Feed](#)

[Back to Top Stories](#)



DAILY PRESS BRIEFING

Apr. 24, 2009

U.S. Department of State Daily Press Briefing by Acting Spokesman Robert Wood.



WORLD MALARIA DAY

Apr. 24, 2009

U.S. Secretary of State Hillary Rodham Clinton delivers a message recognizing World Malaria Day.



DAILY PRESS BRIEFING

Apr. 23, 2009

Daily Press Briefing



REMARKS WITH FOREIGN MINISTER OF THAILAND

6

ENTERTAIN



background image: The Nielsen Company



Bo's First Day



★★★★★ 430 ratings

90,296 views

Favorite Share Playlists Flag Download

MySpace

Facebook

Twitter

[\(more share options\)](#)

▶ Statistics & Data

▶ Video Responses (0)

▶ Text Comments (458) [Options](#)

[Sign in to post a Comment](#)

THE WHITE HOUSE



whitehouse

April 14, 2009

[\(more info\)](#)

Subscribe



Bo, the Obamas' Portuguese water dog, makes his debut. White House, April 14, 2009. (Public Domain)

URL <http://www.youtube.com/watch?v=ERjIG0U>

Embed `<object width="560" height="340"><param`

More From: whitehouse



White House Easter Egg Roll Highlights

9,088 views

2:28



4/25/09: Your Weekly Address

22,553 views

4:39



4/24/09: White House Press Briefing

1,253 views

44:40



Opening the Doors of Higher Education

3,989 views

10:57



4/23/09: White House Press Briefing

Related Videos

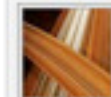


President Obama's new dog - Bo Obama arrives at...

42,626 views



VDOT: Bridge demolition set to opera



vdotweb

March 04, 2009

[\(more info\)](#)

Subscribe

Compilation of video of bridge demolitions, especially for opera lovers!

URL <http://www.youtube.com/watch?v=NJJo8CJ>

Embed `<object width="425" height="344"><param`

More From: vdotweb



VDOT: March 2009 snowstorm

1,850 views



VDOT: Parking in the Snow

891 views



VDOT: Goshen Bridge

615 views



VDOT: Front Royal Bridge Demolition in Slow Motion

1,369 views



VDOT: Anti-Icing Technology

2,258 views

Related Videos



VDOT: Bridge demolition (with natural sound)

2,299 views

★★★★★ 193 ratings

169,170 views

♥ Favorite + Share + Playlists + Flag

[MySpace](#)

[Facebook](#)

[Twitter](#)

[\(more share options\)](#)

► [Statistics & Data](#)

► [Video Responses \(0\)](#)

► [Text Comments \(0\)](#) [Options](#)

7

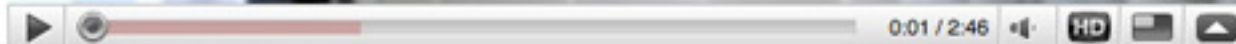
VIRAL DISTRIBUTION



background image: The Nielsen Company



Bo's First Day



★★★★★ 430 ratings

90,296 views

♥ Favorite + Share + Playlists + Flag + Download

MySpace

Facebook

Twitter

[\(more share options\)](#)

► Statistics & Data

► Video Responses (0)

► Text Comments (458) [Options](#)

[Sign in to post a Comment](#)

THE WHITE HOUSE



whitehouse

April 14, 2009

[\(more info\)](#)

Subscribe



Bo, the Obamas' Portuguese water dog, makes his debut. White House, April 14, 2009. (Public Domain)

URL <http://www.youtube.com/watch?v=ERjIG0U>

Embed `<object width="560" height="340"><param`

More From: whitehouse



White House Easter Egg Roll Highlights

9,088 views

2:28



4/25/09: Your Weekly Address

22,553 views

4:39



4/24/09: White House Press Briefing

1,253 views

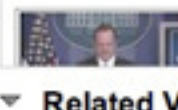
44:40



Opening the Doors of Higher Education

3,989 views

10:57



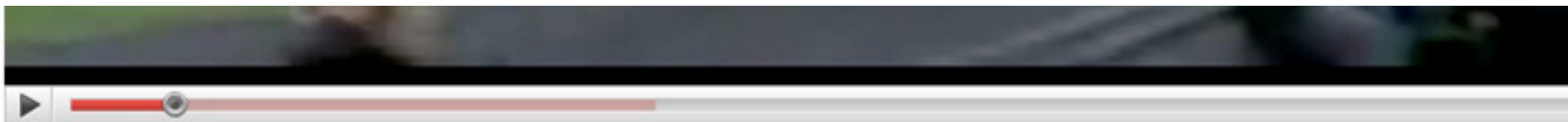
4/23/09: White House Press Briefing

Related Videos



President Obama's new dog - Bo Obama arrives at...

42,626 views



★★★★★ 430 ratings

♥ Favorite ➔ Share + Playlists 🚩 Flag ↓ Download

MySpace
orkut

Facebook
Live Spaces

Twitter
Bebo

Digg
hi5

Copy and paste this link into an email or instant message:

<http://www.youtube.com/watch?v=ERljfG0U3co>

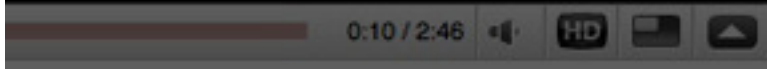
Send this video by email

[Email this video](#)

Want YouTube to send this Video?

[Sign In](#) or [Sign Up](#) now!

▶ **Statistics & Data**



THE WHITE HOUSE



whitehouse

April 14, 2009

[\(more info\)](#)

Subscribe



Bo, the Obamas' Portuguese water dog, makes his debut. White House, April 14, 2009. (Public Domain)

URL <http://www.youtube.com/watch?v=ERljfG0U3>

Embed `<object width="560" height="340"><param name="url" value="http://www.youtube.com/watch?v=ERljfG0U3"></param></object>`



▼ More From: whitehouse



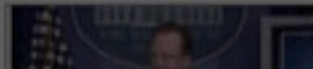
White House Easter Egg Roll Highlights

9,110 views



4/25/09: Your Weekly Address

22,553 views



4/24/09: White House Press Briefing

- **VISUALIZE**
- **HUMANIZE**
- **AMPLIFY**



QUESTIONS/COMMENTS




A background image showing a desk with a yellow pencil, a pair of black-rimmed glasses, and a rolled-up piece of paper. The words 'IDEA' and 'THE' are partially visible in the background. The main text 'PLANNING PROCESS' is written in large, bold, black letters on a light blue grid background. The word 'PROCESS' is also written in a smaller, white, sans-serif font inside a dark grey rectangular box at the top of the image.



PROCESS

PLANNING PROCESS


- PLAN
- EXECUTE
- DISSEMINATE
- EVALUATE

SOME AGENCIES ARE ALREADY DOING IT


 English ▾
Subscriptions | Videos | Shows | Channels | Upload


(0)   ewriter3 ▾ | Account | QuickList | Help | Sign Out

Search



Join our Earth Day project - create a [video](#) or share a [photo](#)!

 **EPA** United States Environmental Protection Agency



LEARN THE ISSUES | SCIENCE & TECHNOLOGY | LAWS & REGULATIONS | NEWSROOM | ABOUT EPA

Videos | Playlists | Groups | Friends | Subscribers | Subscriptions

US Environmental Protection Agency [Subscribe](#)



USEPAgov
Style: Educational
Joined: September 20, 2007
Last Sign In: 2 days ago
Subscribers: 68
Channel Views: 3,636

 GURU

This year for Earth Day we're going to feature your videos! Learn more about it:
<http://www.epa.gov/earthday...>

For more on our Earth Day efforts:
<http://www.epa.gov/earthday/>

Including our Earth Day photo project:
<http://www.epa.gov/earthday...>

Name: **US Environmental Protection**
EPA's mission is to protect human health and to safeguard the natural environment upon which life depends. Since December 2, 1970, EPA has been working for a cleaner, healthier environment for the American people.

For an accessible (captioned) version of each video, you'll find a link next to the video on the playback page. We've got lots of accessible videos on our website: <http://www.epa.gov/multimedia/mm-video.htm>



0:00 / 5:46

Earth Day 2009: Student Environmental Journalists Report On Olympic Park Cutting Carbon Emissions
From: doggerblogger
Views: 73

Videos (11) [Subscribe to USEPAgov's videos](#)

Videos | Most Viewed | Most Discussed

Search

PUTTING YOUR AUDIENCE TO WORK:



The Radon Video Contest

WHY A VIDEO CONTEST?



- New generation of homebuyers to educate



- Opportunity to engage our audience



- Test the effectiveness of user-generated content in spreading our message

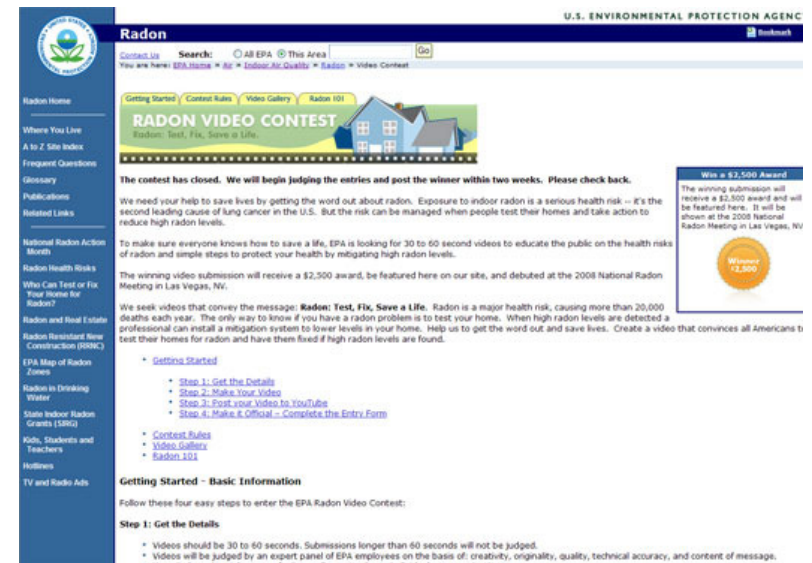
LEGAL, TECHNICAL & BUDGET – OH MY!

- Ask public to create a 30-60 second radon Public Service Announcements
 - Theme: Test, Fix, Save a Life
- Copyright and 508 compliance
- Got permission to offer a \$2500 prize to the winner



RUNNING THE CONTEST

- Contest rules and registration online
 - Avoid legalese
- Entries accepted on YouTube
- Evaluation criteria: Creativity & originality, quality, technical accuracy, message content
- Marketed using social media



RESULTS

- 30 entries received
- Over 20,000 views collectively to date
- Newspaper and radio coverage
- Model already being used by other EPA offices
- And the winner is...



Radon

[Contact Us](#)

Search:

☐ All EPA ☒ This Area

Go

You are here: [EPA Home](#) » [Air](#) » [Indoor Air Quality](#) » [Radon](#) » Video Contest

[Radon Home](#)

[Where You Live](#)

[A to Z Site Index](#)

[Frequent Questions](#)

[Glossary](#)

[Publications](#)

[Related Links](#)

[National Radon
Action Month](#)

[Radon Health Risks](#)

[Who Can Test or Fix
Your Home for
Radon?](#)

[Radon and Real
Estate](#)

[Radon Resistant
New Construction
\(RRNC\)](#)

[EPA Map of Radon
Zones](#)

[Radon in Drinking
Water](#)

[State Indoor Radon
Grants \(SIRG\)](#)

[Kids, Students and
Teachers](#)

[Hotlines](#)

[TV and Radio Ads](#)

Video Contest



Radon: Test, Fix, Save a Life" which encourage Americans to test and fix their homes for radon, and we

Eddie's Story" submitted by Benjamin Schultz and Michael Gentilini.

This video and you're using Windows Media Player 10 you'll need to go under Play/Captions and Subtitles
box.

[v=WcvoZ1pP3ak](#) [EXIT Disclaimer](#)

S:

[EXIT Disclaimer](#)

[imer](#)

[BT](#) [EXIT Disclaimer](#)

r

[About the Indoor Environments Division](#) | [Where You Live](#) | [Ask the Radon Expert](#) | [Site Index](#)

[EPA Home](#) | [Privacy and Security Notice](#) | [Contact Us](#)

Last updated on Monday, January 12th, 2009.
<http://www.epa.gov/radon/videocontest.html>
[Print As-Is](#)

QUESTIONS/COMMENTS



PLANNING

- Define purpose
- Who's my audience?
- How will I disseminate it?
- Understand your agency's process
- Form team (include AV/Web, Program)
- Plan for 508 Compliance
- Create an outline
- Storyboard/script
- Watch movie in your head (it works!)
- Get storyboard/script approval




EXECUTION

- Audio is essential
- Rhythm & harmony
- Equipment depends on audience
- Higher quality = more resources



DELIVERY & DISSEMINATION

- 
- A man in a dark suit and purple tie is shown in profile, shouting into a yellow and white megaphone. He is also holding a small, colorful globe of the Earth in his left hand. The background is a clear blue sky with a few wispy clouds. The overall image conveys a message of global communication and outreach.
- YouTube is a dissemination tool
(not a format, video type)
 - Host on multiple sites
 - Part of complete outreach strategy
 - Partners can be critical in
dissemination

YouTube AGREEMENT

- GSA Cleared the path (legally)
- Each agency must sign agreement w/ Google
 - To do this contact Kay Morrison
 - Morrison.Kay@epa.gov
- Benefits include:
 - Partner channel: branding, 1 gigabyte files, no advertising, no promoted video
- Example: SSA



YouTube* Key Facts

- Allows streaming video to be embedded into websites
- Distributes 43% of video on the web*
- \$1,000,000/day in bandwidth costs
- 3rd most visited site on “the nets”
- Subsidizing innovation (e.g. Gaudi)
- Flash Video (FLV) Format
- YouTube accepts videos uploaded in most formats .WMV, .AVI, .MKV, .MOV, MPEG, .MP4, DivX, .FLV, and .OGG.
- Supports 3GP, allowing videos to be uploaded directly from a mobile phone.
- **This information comes from wikipedia*



ONLINE SHARING

- Embedding video
 - Mpeg-4
 - MP4 is a Container Format
 - H.264 is a good codec to use
 - Subtitles: 3GPP Timed Text embedded in MP4
 - WMV Codec
 - Compressed video file format
 - (ASF Container)
 - Subtitles?
 - AVI is an old format, not good for streaming

EVALUATE

- Define what success is at beginning
- Open video commenting to public
 - (you'll learn something)
- Look at metrics
- Create list of “lessons learned” after each project
- Share with colleagues





Elements of Successful Video Projects

HOW

I UNDERSTAND THE
PROCESS, BUT WHAT
ABOUT PRODUCTION?

AUDIO

- **Always do a sound check**

- Onboard (build-in) sound –
 - faster & easier (but lower quality)
- Use external recording device
- External Microphones
 - Clap to synchronize audio & video
 - XLR, Bluetooth, USB

- **Microphones**

- Lavalier for individuals
- Reduce noise, capture full frequency range
- Phantom powered vs. unpowered
- Low Impedance = less noise
- Consider polar patterns



VIDEO

- Screen capture s/w
 - (snapz pro) (ex mtrac video?)
- HDTV? Probably overkill
- White Balance
- 3 point Lighting
- Use large paper to bounce light
- Importance of tripod
- Zoom to focus lens
- Be cautious about zooming while taping
- Multiple cameras



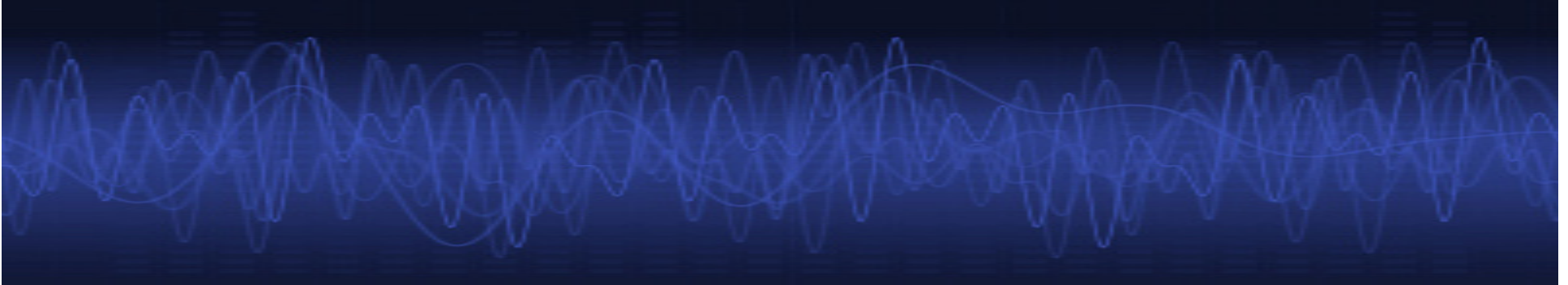
MULTIPLE CAMERAS

When possible, use same make/model camera

- Pros
 - Flexibility when editing can cover mistakes
 - Can be more dynamic
- Cons
 - Takes more time to rip footage
 - Editing applications must support multiple tracks
 - Takes more time to edit



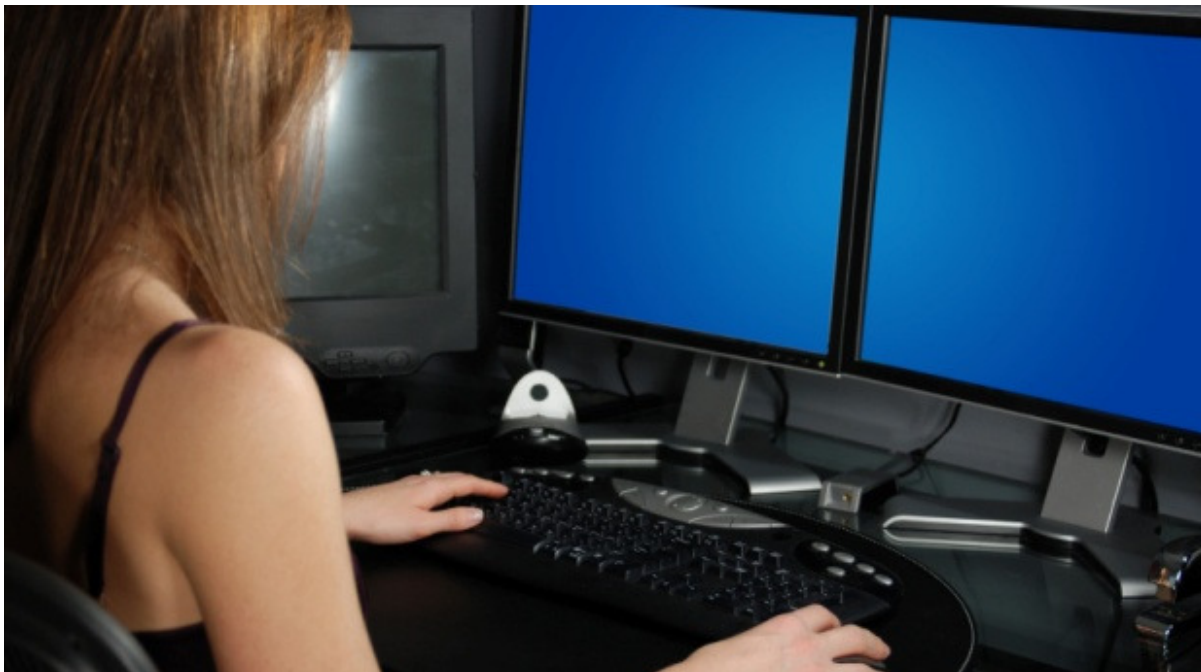
AUDIO EDITING



- [Audacity](#) (Free!)
- [Garage Band](#)
- [Soundtrack Pro](#)
- [Apple Final Cut Pro](#)
- [Adobe Premiere](#)
- [http://en.wikipedia.org/wiki/Free audio software](http://en.wikipedia.org/wiki/Free_audio_software)

VIDEO EDITING

- [iMovie](#)
 - Cheap
 - One track?
- [Adobe Premiere](#)
 - Mac and PC
- [Final Cut Studio](#)
 - Includes Livetype, Motion, Soundtrack Pro
 - Learning curve



QUALITY & TOOLS

- **Quality:**
<http://en.wikipedia.org/wiki/File:Youtubecompfull.png>
- **Tools:**
 - Transcription Via [Gaudi](#) on YouTube
 - Live streaming
 - [Live Streaming](#) and Captioning Via CIT at NIH
 - Speech to Text Desktop Applications:
 - [Dragon](#)
 - [MacSpeech](#)

STANDARD QUALITY 320×240



HIGH QUALITY 480×360



HIGH DEFINITION 1280×720



QUESTIONS/COMMENTS



PLAN FOR FUTURE

- Change relationships between AV production staff and program staff
- Consider Innovative Technologies
- You can have high-quality user generated content
- Others?



CONCLUSION



- Video is a great addition to an agency's communications arsenal
- No such thing as successful "low-effort" video
- YouTube is just a vehicle, but a very powerful one
- Video allows government messages to be easily shared